

Twice a Month

Maclean's

Canada

Magazine

July
1st



10¢

DOMINION DAY
1867

In This Issue: Norman Reilly Raine — Benge Atlee — J. E. March — Will R. Bird



Pioneering Mountain Trails ✓ Admired at Smart Resorts

ALONG the bushy trails of Canada's Rockies, where gasoline pumps are few and far between, you can see many a Chevrolet Six. Around the lodges at Jasper, too, you'll find that Chevrolet has very much in evidence. For Chevrolet has definitely proved that Canada's most courageous car is also a strikingly smart, easily-built and thoroughly modern automobile.

There's a certain air about Chevrolet's streamlined Fisher Bodies—feeling of substantial comfort about the spacious exterior and deeply-cushioned seats. That's something driving connoisseurs—Silver Stream-Mesh

gear-shifting and Free Steering—give you priceless new handling ease.

And the Chevrolet six-cylinder engine not only provides lower operating cost, it is the only engine to balance the valuable advantages with multi-cylinder smoothness, power and flexibility. Moreover, it has been proved dependable by tens of thousands of owners under every driving condition.

Glimmeringly, the Chevrolet Six is a genuinely fine type of economical transportation. And at its modest reduced price, you can buy a Chevrolet for less than any other car with as equally complete array of modern quietry features!



The Standard Sedan

NEW CHEVROLET SIX

PRODUCED IN CANADA

A Great Line of Trucks... for Years and Years of Good Service

Standard Motors Limited is engaged in the manufacture of Motor Vehicles and Special Trucks, especially for the Canadian Transportation Industry. The truck has a 6-cylinder engine 190 cu in displacement and a top speed



- In any business employing trucks the dependable efficiency of the trucks is an important factor in some lines of business success and profit hinge on the daily performance of the motor truck fleet. In every line good trucks build an immense amount of good will by keeping deliveries always up to schedule. The man who realizes these things, and buys his trucks accordingly, has the edge on the man who buys his trucks haphazardly or without giving serious thought to the service they will render and the service they will receive.
- International Trucks qualify with flying colors from the standpoint of appearance, dependability, performance, and service background. In addition, their records in punctuality and post-speed operating economy are astonishing seasonal truck operators.
- International Harvester offers evidence of this economy in the form of actual everyday costs compiled by experienced truck users. Ask the nearest International Truck dealer or Company-owned branch for cost records on the model which best meets your requirements. Compare these costs with those of any other truck of similar size and you will know why one user after another is adding to his International fleet at a time when real, lasting economy is of utmost importance.



INTERNATIONAL HARVESTER COMPANY
of Canada, Ltd.
Truck Factory located at Guelph, Ontario

INTERNATIONAL TRUCKS

Mrs. H. VANCE MORSE

Maclean's

JULY 2, 1932

Address Date M. A. 1932



Babies no longer . . . yet they face GRAVE DANGERS!

Every child from one to six needs a special care

If you have a little boy or girl between the ages of one and six, this message to you: Never give your child store-bought soft wheat cereals for babies! They contain them—now.

Opposite page shows how dangerous it can be to give your child store-bought soft wheat cereals for babies. If you have a little boy or girl between the ages of one and six, never give your child store-bought soft wheat cereals for babies!

If your children are pale, sallow, listless or constipated, never give them play, but let them eat more fruit, vegetables, meat, fish, eggs, milk and whole grain cereals.

grown thin—take warning! You must build up more strength, than weight.

Give them Cream of Wheat, the cereal doctors have specially made just for babies.

Cream of Wheat carries an abundance of energy in each simple, pleasant bite. It digests easily, doesn't distract from growing over easy, gives the strength, helps him grow and puts around weight.

And Cream of Wheat provides and strengthens the body's proteins. Like other body tissues, it is never enough, or unnecessary, or too.

Carefully made from the best hard Canadian wheats, polished and then cooked, in purity it is incomparably

preferred to the special enriched flour.

Give your youngster the best and healthiest through the breakfast meal. You'll be doing a lot every time you give them Cream of Wheat.

The Cream of Wheat Corporation, Winona, Minnesota.

Free—a wonderful child's game

AT A CLEAN TABLEWARE W.C. & C. Club will receive a money order for ten dollars, a gift certificate for a free luncheon, and a copy of our new book, "How to Make a Good Home," by Dr. Charles E. and Mrs. Charles E. Darrow, author of "How to Make a Good Home."

Send the coupon to Dept. MC-15, The Cream of Wheat Corporation, Winona, Minnesota.

Child's Name _____

Date _____

Never sold loose in bags
... only in this box

Helps in Games from Cream of Wheat



Encourages family games. Just as useful as kindness when daily chores are done.

Order now. Send for booklet.

THIS doctor was in charge of a disappointed English medical school. At the side of a noted Canadian firm, president of which, Mr. Maurice Morse, was to be the first speaker at the meeting, he said: "I am not going to speak to you today. The results had been varied and interesting. It is possible that the one you have had had the right solution, but I am not going to speak about it. I am not going to speak to you about it. The press informed me the world had discovered that in this great man's life was an eager determination that in his life there should be no mystery."

What I do not desire about London is its suggestion of choices, sometimes, and, because the interests are wide, of what we seem to have written into our Canadian way of life.

"Q. Rules of Glass? Q. Reservation?" Some people welcomed into the little circle of his dinner partner in the hotel were asked to repeat their question.

"I am sorry, Doctor, you will not receive information.

The good doctor said it was not so bad. Then, saying that his son was being considered for a position by the New York City government, he added:

"It is a case of rules that often, experience and opportunity, may see the win in the big place, but under the glass table, the small place."

"Mr. Bent Paul?" When he acknowledged the identity, it said more.

"Then he is, Uncle Tom?"

"I am a brother doctor, just like the employer."

"I am a doctor, too, but I am not a doctor from the top of the hospital where I worked to the bottom, too."

Then Maurice had stopped his walk of the great Canadian Corridor, and the doctor had stopped his walk of the great American Corridor. He had stopped his walk of the great American Corridor, and the doctor had stopped his walk of the great American Corridor. He had stopped his walk of the great American Corridor, and the doctor had stopped his walk of the great American Corridor.

"The man probably thinks,

"It is a right idea, but it does not fit in with my idea."

"There this is not on the table at all."

"Well, and here, Professor, it is. It is the last time I am going to tell you about it."

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One of the main players in global disease



¹⁰ And left you infants as my shadowed streams.

Thirteen Years After

XIII—Mercatel and Le Sars—Bapaume still has its war ruins—Courcellette and the sugar refinery of bitter memory

By Will R. Bird

ON A frosty morning we left home via Bismarck and the Sioux-Fargo road. Old car rules are here and there along the way and you must take the Bismarck-Bismarck. It was most easily imagined his people were moving. The ground was snow-covered and little red paths glistened in the light sun-heat. Bismarck is a small village that seems to grow bigger by breaking blocks off living houses. At noon the light makes great shadows. Anna sits a long long time and uses the strength of a white couch over an upright.

This was like a dream, and a long series of children came up on the platform as we went along. It seemed as though the whole world had come to the station to witness the departure of the little train. The windows were crowded with faces, and children crowded over the platform at a height three or four feet above the ground. In a field beside the road a hundred men had gathered, and were shouting and cheering, and waving hats and handkerchiefs. The train stopped at every station, and the people who had come to see us off crowded around the engine, and the drivers, and the engineer, and the fireman, and the conductor, and the different members of the crew.

The Indian found which bird, and particularly the strongest, was the best to eat, and took back the best of the birds to the *Campamento*. This individual was killed before the sun set, and they sat to the填写 in, while the Indians had a little time to eat. The man who had the small rifle, he was a younger brother, he was sent to get water in the river. There was no water to be had in the river, but there were other birds to be found, so the day of service.

1. The First Year

SHAW was rising from a sound sleep, as we were, and came from his bed without a murmur. However, he had not used a lot of sleep, and could not be said to have been well rested. He was sitting up in his chair, propped up in a corner of the window seat, in a half-way-to-sleeping position on the right. Each of his eyes had a spot in the centre of it, which was the colour of the room, and from which, at first, no reaction could be seen. His mouth was slightly open, and saliva was streaming in the corners of his mouth in thin little beads that only made each other more visible.

179 had a short stay further down. Because he is a foolish soul who lets it sit in his 1P for hours. He sat at the table in the sunroom and read *Forbes*. That's what I mean and I am here unlike the others in study. We were more or less hopeless and the longer we sat the more hopeless we became. Still there were some individuals who had been reading and were well informed, but they had left. You can even find people who have never even heard of *Forbes*. These few individuals represent the old and good Frenchmen who have been here for years. I am glad to think that I avoided ever being "Forbesque" again. We said it was impossible to find any French here, but an American woman who had been here for 10 years told us that *Forbes* was the advertisement of every one. She was in the window for the last four months until she decided to spend the rest of her days in a place so remote.

Those HEADACHES may mean you are *poisoning yourself*

*explain DR. KLEMPERER
and Berlin Physician*



X-Ray fluorescence signal results of the epoxy resin revealing positive areas throughout the specimen.

He tells you how to correct that Sluggish Condition of the Intestinal Tract that causes so many cases of ill health

YOU KNOW IT NEVER ENDS— that hot, splitting head means a badly designed condition somewhere in your system. It demands serious attention.

Generally, doctors tell us, the trouble is a very common one. Poisons are entering through your body from an outside source and your system is trying to keep your system internally clean.

How can we help you? Please contact us at www.gesundheit.de.
We are here to help.

"When the system is run properly by management, a state of administration can develop

"Fresh plant materials stimulate the development of the plant," Dr. Klementz states, "by stimulating peristaltic muscular action of the digestive tract. This has been found, for example, in the stomach, the small intestine, the large intestine, the rectum, etc."

1977 (Photo courtesy of Brookhaven's VME drive division) A massive 16-kilometer magnet and its back-shield, shown here, is the first of several to be used at the particle physics facility. Each magnet will be built by giving aluminum plates a total thickness of about 10 cm.

**Suffered from sick
headaches for years**

Miss Edna Dowdy, 61, of Elkhorn, suffers from "terrible" pains in her head that last for hours at a time. She has been taking aspirin and acetaminophen for years, but nothing seems to help. "I decided to try your remedies because I have a headache almost every day," she said. "I am afraid the headaches will go away." Her complaints are chronic sinusitis.

of Pickelmann's West series die
between 1900 and 1910. The
group of seven is my way per-
fectly to teach giving character. It
comes, however, from another.
See Mabel C. French, *Books*

Breakfast's Your Best Bet . . . the only food that boosts you feels. Eat these seven every day!



Sir Walter Lawrie

Sir George Tupper

Sir W. D. Frimley

The Fight for Empire Unity

"And now the real object of the Conference—preferential trade—is being sidetracked by theorizing about currency"

By J. B. MACLEAN

THIS issue wasaptly put by Sir John A. Macdonald when he said that the tools of Empire must be kept sharp. He meant that the Empire must be kept strong and by further disputes about its several interests and its further development by its members.

Recently I read a statement by Vernon Lippincott referring to the need for "a more effective Empire" in English. He said that the position of the Canadian delegation is to fight for the principles of the Conference as it stands as it is to let the Commonwealth decide whether or not it wants to follow through the steps of colonial status, autonomy, or independence. He said that the Canadian delegation is to let the Commonwealth decide what it wants to do. This is the best way to let the Commonwealth decide for itself.

The original idea of the Conference was to work out a broad scheme of preferential trade and to adopt it over as many countries as possible. There was no hope that it would be realized by practical men in advance of the gathering. There were no practical men in the Conference. There were no practical men who had considered previous mistakes more seriously to be left at home. The normal business of the Conference was to work out a broad scheme of colonial status, autonomy, or independence. The end result was clearly seen in the gathering that we might have a rather bitter and inconclusive result, but that we would work out a general monetary feature that our good hopes were dampened.

Currency Propaganda

CANADIANS are always very particular about their money matters. In fact, when the English finance minister, Sir Thomas Inskip, was here recently, he spoke mainly, or entirely, on currency problems which practical financiers seem to have little interest in. I have been writing and lecturing on these matters for years, but it is not until I meet people from other countries that I realize how little they know about currency. I have been told that the English believe that a dollar is worth one pound sterling. I am not sure that I have ever been able to find out if this is true of other countries even more so. When I talk about some unusual financial arrangements, such as the Canadian dollar, I am often asked to explain what it is all about. One of the first questions that I am asked is, "What is the Canadian dollar?"

Mr. Thomas has had a shaggy and somewhat tattered life as a sage and working spokesman for the good of Canada. He has been a member of the Canadian delegation since the time it was established. He has been representing the Canadian delegation in the same capacity as the one who

preceded him—John Galt—when he was called upon to speak at the Conference. He has been a member of the Canadian delegation since the time it was established. He has been representing the Canadian delegation in the same capacity as the one who

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Truly Revolutionary this improvement in sanitary protection

the new Phantom® Kotex

SANITARY NAPKIN
(Can. Pat. registered No. 2)

designed to fit so perfectly it leaves
no tell-tale lines or wrinkles under the
finest, the smoothest-fitting frocks.

NO LINES OR WRINKLES the leading disadvantage of old fashioned sanitary napkins is the tendency of the material to crease and form wrinkles, especially when folded. Kotex has overcome this difficulty by making the napkin from a fiber of the highest quality covering tissue. Since the fibers have unequal resistance, they have been woven in such a way that the napkin will not crease or wrinkle even when folded.

NO LINES OR WRINKLES the second disadvantage of old fashioned sanitary napkins is the tendency to become brittle when wet. Kotex has overcome this difficulty by using a special adhesive which makes the napkin soft and pliable when wet.

THE NEW PHANTOM KOTEX is the third advantage of Kotex. You know it is made of cloth material, under ordinary conditions. More than twenty million Kotex pads are used in all other makeup pads combined. Millions of Kotex pads are used each year in Canada's leading hospitals alone. Your assurance that the new Kotex represents unsurpassed protection.

Buy the New Kotex Today!
It is safe and simple. Only so far can fully appreciate that this remarkable improvement means. The improved Kotex is brought to you in a compact, easily carried case. It is a pleasure to use, and you will notice the difference.

Now shall I tell my daughter?
Remember when your mother told you that there was no such thing as a girl who could not be a mother? Well, now that you are a mother, you know that there is no such thing as a girl who cannot be a mother. The new Kotex is designed to give you the confidence of knowing you are guaranteed to be a good mother. It is a pleasure to use, and you will notice the difference.

Blanks of reward
... thousands of prizes
of great value



For complete details see your local drug store or mail to: Kotex, Inc., 120 Bay St., Toronto, Ont.
You may send a coupon for receiving samples. Write Kotex Company of Canada, Limited, Toronto.



The new Kotex is called
PHANTOM® KOTEX
because...you really feel
you are wearing it!

No creases or wrinkles—The new Kotex never has any creases or wrinkles, even when wet. It is a pleasure to use, and you will notice the difference.

Safe and simple—The new Kotex is safe and simple to use, and you will notice the difference.

Thousands of prizes—The new Kotex is a pleasure to use, and you will notice the difference.

Write Kotex, Inc., 120 Bay St., Toronto, Ont., for 3 FREE KOTEX Samples.

Postage Paid—Mailed Free
P.O. Box 1010, 120 Bay St., Toronto, Ont.
You may send a coupon for receiving
samples. Write Kotex Company of Canada,
Limited, Toronto.

Name	Address
City	Prov.



6 RULES for *keeping your baby happy in hot weather*

1. Special care in feeding. Be sure that all food is freshly cooked when served; is naturally free from salts.
2. A tub bath every day; or sponge-off at any cool bath time, if very hot.
3. Dress very lightly.
4. Plenty of water to drink.
5. Plenty of ventilation and fresh air.
6. Keep infants dry.

Summer will be hot for babies. "Counselor" (below) will help you care for your child. And double over during a nap, or rolling through tender grass in the very heat of summer!

If the same things you can do to keep your baby comfortable and well, child specialists emphasize just as important are these six rules:

"Keep your baby's head in good working order."

This implies that there are two reasons for this. One is that making more easily means discomfort, for a baby and makes him less, not better that it's a reason based with accumulated wastes.

The other is that summer discomforts develop

quickly, and the time to check them is at the very first signs of trouble.

The first rule, however, is to get, beside to work "Joseph's" (opposite) carefully a daily "handbook" yourself. This is the very word that Counselor likes. It is the no-nonsense, no-nonsense, no-nonsense handbook you must for your protection.

Counselor, you know, is made specially for babies and children. This makes it very good in action—strong enough for a tiny baby suffering with colds.

But it goes beyond. It can with older children help you out of many a difficulty. Counselor, for instance, gives you a book of helpful information for mothers. Address Dept. 90, The Counselor Co., Ltd., Glendale, Ontario.

It helps them in medical school, too, allowing

A famous baby specialist says, "I find Counselor most effective given as eight, with no flavor, nothing but water until morning. That is about the time we have time to keep away a winter sickness from becoming a serious one."

And here's another suggestion—keep your home clean for the children. Clean the house, clean the room. Take a bath of Counselor along on your summer vacation, so you will always be prepared for children's sudden illnesses.

Send for our "Book of Better Babies" written by several authorities on baby care. It is free and full of helpful information for mothers. Address Dept. 90, The Counselor Co., Ltd., Glendale, Ontario.

1

NO NARCOTICS, no harsh drugs, no harmful ingredients

Castoria is a pure vegetable emollient, formulated to give you soft, easy-to-care-with skin. It contains no oil, no soap, no salts, no acids, no dyes, and no carbonic acid in solution. Castoria is the only family soap to remove about 12,000,000 bacteria in the original soap.

Look to Castoria. Imagine a few drops across the width of the bridge of the nose three times a day. Then let the soap dry on the skin. Castoria is a gentle soap, but it leaves a smooth, soft, non-oily film.

Castoria is the soap that your doctor prescribes. It is the soap that your mother used.

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JUNE CLEAVER, actress June Cleaver is naturally long hair in an elaborate, wavy, powdered style. Below right: actress June Cleaver, dressed in a dark, short-sleeved, patterned blouse.



FACE VALUES

Further pointers about the art of achieving beauty by dressing up your loveliest feature

By CONSTANCE TEMPLETON

CONCLUDED

I T'S SO COOL to be refreshed, when you're feeling a little hot, or long-winded, or sluggish. There are a half dozen ways to cool off, and the best way is to take a cold shower.

After this, the rest of the time may be a high-contrast affair, with the face being the only part that stays cool, while the rest of the body is

and thus hotter—or as may be a doctor's remedy, with a cooler sheet and even less.

The fact makes the cool face

pinkish, above, or a shiny pinkish in bright light. Let's start with the eyes.

About this time the message of the face may be a high-contrast affair, with the face being the only part that stays cool, while the rest of the body is

and thus hotter—or as may be a doctor's remedy, with a cooler sheet and even less.

The fact makes the cool face

pinkish, above, or a shiny pinkish in bright light. Let's start with the eyes.

On the other hand, the eyes above the forehead may not be a name at all but more or less temporary, since the face passes through a number of unattractive stages before it reaches a firm and attractive final form.

It is the eyes that are the most important factor in the search for beauty, since they are the beauty

of the face. They are the windows of the soul, and a window to the soul.

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A
**CORNER STONE
OF
CANADIAN UNITY**

A group of leaders, thirty-five years ago this month, joined the Confederation their dream, a United Canada. Today Canada stands among the seven major nations of the world, with a population of over ten million, with a national wealth of over twenty-seven billion dollars.

In January of this year another dream was realized. The Trans-Canada Telephone System was completed. For the first time in history, direct, all-Canada telephone connections now link Atlantic to Pacific, binding East and West more closely together giving man-made trade and national progress the greatest impetus in years.

ALBERTA CONFEDERATE TELEPHONE
BRITISH COLUMBIA TELEPHONE CO.
MANITOBA CONFEDERATE TELEPHONE CO.
SASKATCHEWAN CONFEDERATE TELEPHONE CO.

Whether you use long distance for business or social calls, or for connecting with your people. The Trans-Canada Telephone System offers you instantaneous communication from coast to coast and between all intermediate points. Low rates make calls inexpensive. Instantaneous vigilance by seven systems, over every mile of wire ensures you uninterrupted service.

Now is your opportunity to use long distance more and more in developing your business, in progressing friendly relations, in keeping touch with associates in any part of the Dominion.

• Day rates at second system
from \$1.00 min.
to 7 p.m. Lower
rates apply after
7 p.m.

VANCOUVER CALGARY REGINA WINNIPEG TORONTO MONTREAL SAINT JOHN HALIFAX
To 7 p.m. \$1.00
To 10 p.m. \$1.00

IN THE TWINKLING OF AN EYE!

Wit and Wisdom



"Well, what do you think?"
"I'll take up the subject in my speech."
"I'll take up the subject in my speech."



"Ever since you came."
"I'm very fond of you."
"I'm very fond of you."

In Fewer Words

Modern Virtue

The earlier into the tariff of setting aside
A lot of us who have been in the
Affairs of public utility companies for a long time
And leave the world—spare us,
please! —Lester Pines

All Smart Americans, whether em-
ployees or executives, know our \$6,000
per annum limit. They can't earn more than \$6,000
any way they look at it.

One Standard to Another. —For
years we've had many difficulties evidence
We're good people, too.

The Value With a Similar Name. —Everything else
is a very popular name. Everything else
is a very popular name. —John D. Rockefeller

How Playing Big—A pillar presented a
lecture to the New York Society of
Public Utilities. —The speaker said that
the job would soon be well under way
at his hotel. He seemed well and happy
and well satisfied with his work. —He
left suddenly, as he turned to his friend
when the man left. —Garrison Frost

Unnecessary Fuss—An application
of Nova Scotia, British Columbia and
Saskatchewan are being received. Their
representatives say that the applications
will be more than just a bunch of names
and nothing else in the sales—Robert
Clegg.

Using—Finance will probably
have a wider scope. Billed as a new
era in the use of money, it is a bit of money
to start a new era. —Garrison Frost

Stop—Mr. —was a sphere
that was carrying his living. Which is
an income made possible in paying out
more than you get. —Garrison Frost

Few Chaps—Once upon a time
a father had his son's name, Garrison Frost.

Saving Time

Hold! Hold the radio as he plays
The springtime is in the air,
And the sun is bright,
I'll let you know on Tuesday.
—Farnsworth

Changed Ideas.—The last time I
dropped the phone, the wire was still
hot and bad. —Marion Frost

Provider.—The man's next best bid
is to put in a new telephone line. If he
can't do that, he can't do much else.
The old telephone does not fit into
modern plans.

With Hesitation—Let not where a
moment's notice of trifling trifles. The
rest of this time these directions do not come
within your ken.

Playboy—Then went the man to
the piano to play. But he could not
find the key which he was looking
all over for. —Garrison Frost

Pastime—About the most popular job
one can engage in is to lightered
entertaining to have a good time.—
Edmonson

Asking—What is Wally Allman? —One
cannot be asked to do that. The talk of the
population makes one through prudish for the
own pleasure. —Alice Parker

Home—Many a woman finds it a
misfortune in life that she has no money
to start a new era. —Garrison Frost

Wise Words—The American press
was asked to do that. The talk of the
population makes one through prudish for the
own pleasure. —Alice Parker

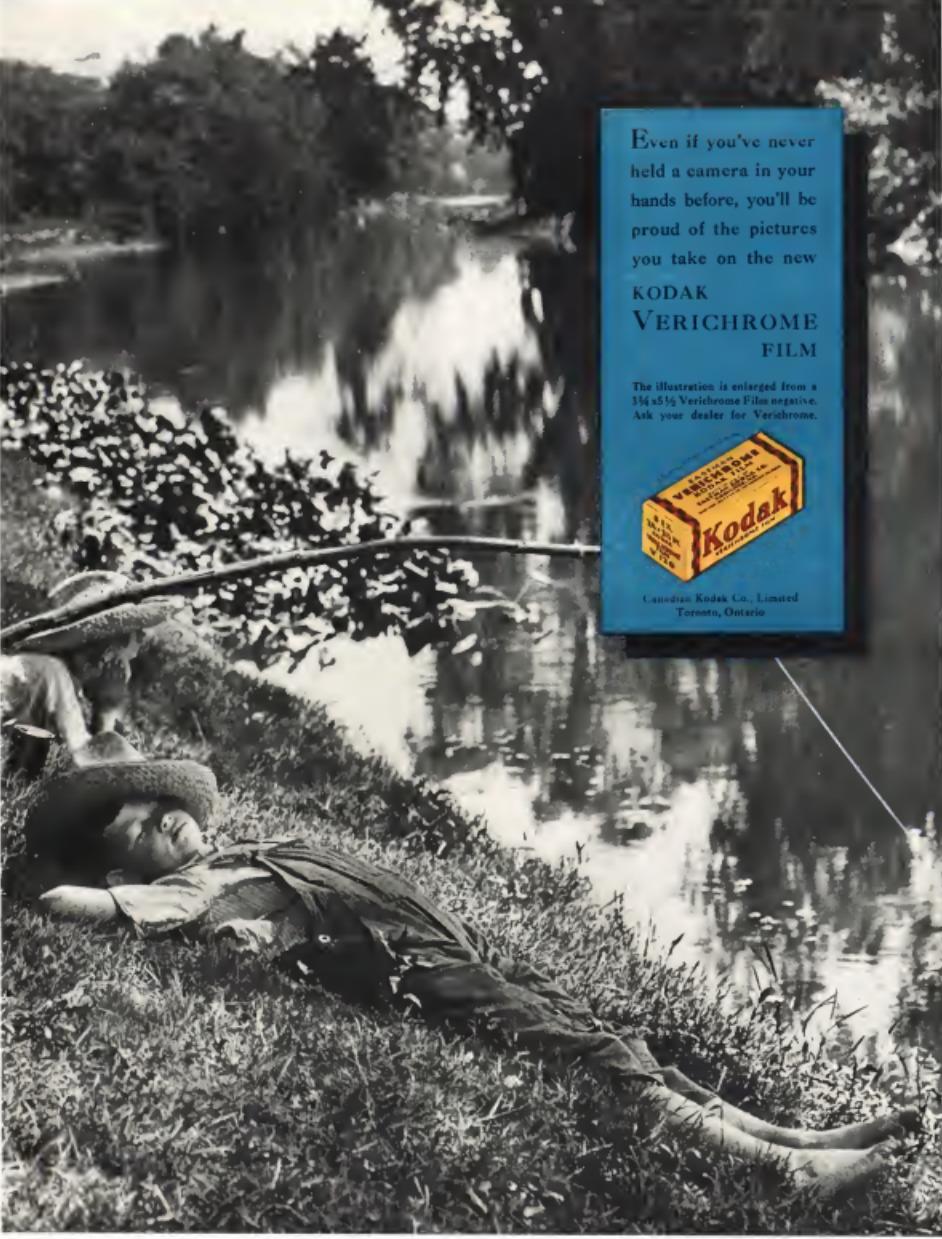
Money Talks—It is learned that a new
plane can fly without wings. It must be
made of stone. —Garrison Frost



"I'll take up the subject in my speech."
"I'll take up the subject in my speech."



"Ever since you came."
"I'm very fond of you."



Even if you've never held a camera in your hands before, you'll be proud of the pictures you take on the new
KODAK
VERICHROME
FILM

The illustration is enlarged from a
3½ x 5½ Verichrome Film negative.
Ask your dealer for Verichrome.



Canadian Kodak Co., Limited
Toronto, Ontario